

ORDER



Orders
Order / Rev: 713733
Alt Order #:
Product Desc: PATTON / EKLUND
Estimate: 389
Flight Dates: 09/17/12 - 10/03/12
Original Date / Rev: 09/14/12 / 09/17/12
Order Type: Political

WKYC

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency Name: Midwest Communications & Media/ PC
Buying Contact:
Billing Contact:
 7720 Benson Road
 Carroll, OH 43112

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Republican Senate Campaign Commit
Demographic: A25-54
Product Codes: PL-State/Local,PL-State Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	36	\$29,750.00	\$25,287.50
10/01/12	10/03/12	1	\$0.00	\$0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	36	\$29,750.00	\$25,287.50	0.00
October 2012	1	\$0.00	\$0.00	0.00
Totals	37	\$29,750.00	\$25,287.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	35%	\$29,750.00
Market	100%	\$85,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$27,200.00
WJW	29%	\$24,650.00
WOIO	4%	\$3,400.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/17/12	09/23/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTFSS			3		\$1,800.00		0.00				
E 2	WKYC	09/17/12	09/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$350.00		0.00				
E 3	WKYC	09/17/12	09/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Republican Senate Campaign Committee
 Product Desc: PATTON / EKLUND
 Estimate: 389

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/17/12	09/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		3			\$800.00			0.00			
E 4	WKYC	09/17/12	09/23/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		3			\$800.00			0.00			
E 5	WKYC	09/17/12	09/23/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		3			\$400.00			0.00			
E 6	WKYC	09/17/12	09/23/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		5			\$200.00			0.00			
E 7	WKYC	09/17/12	09/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		3			\$700.00			0.00			
E 8	WKYC	09/17/12	09/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		5			\$1,800.00			0.00			
E 9	WKYC	09/17/12	09/23/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		2			\$1,200.00			0.00			
E 10	WKYC	09/17/12	09/23/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1			\$800.00			0.00			
E 11	WKYC	09/17/12	09/23/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1			\$500.00			0.00			
E 12	WKYC	09/17/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$800.00			0.00			
N 13	WKYC	09/26/12	10/03/12	Wed Prime Wed	CM	8P-11P	--W----	:30	1	\$0.00	NON	0.00	NM	2	\$0.00
		mg for incorrect traffic													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1			\$0.00			0.00			
Week:		10/01/12	10/07/12	--W----		1			\$0.00			0.00			
													Totals	37	\$29,750.00